

ZERKERS ECOVERSE

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ZERKERS
IMPACT CONQUER LIVE



“Life's an Adventure, Impact, Conquer, and Live it.”

ZERKERS: MISSION

We are the #1 High Conscious Human Performance Company in the World.

Welcome Zerkers, a High Conscious Human Performance Training Company

We believe it's absurd that our current education system and toxic corporate environments are destroying the planet and destroying the health and wellbeing of our society, the truth is 80% of the world's population are working in unfulfilling careers and 90% of entrepreneurs are struggling or failing. This epidemic has led to millions of people living unhealthy unfulfilled lives.

So, we've created high conscious human performance programs designed so that game changing individuals and companies can focus on awakening human potential in the areas of - Consciousness (Spiritual), Connection (Relationships), Contribution (Business), and Commitment (Health & Fitness). The "Challenge program will allow you to get the answer to the elusive questions:

- How do I connect spiritually to feel alive and awakened?
- How do I develop deep fulfilling relationships?
- How do I succeed at a career fully aligned with who I am?
- How do I perform at optimal mental and physical levels?

Zerkers HCHP (High Conscious Human Performance) programs aim to transcend the limitations found in traditional Educational Systems, Corporate Training, Business Consulting, Life coaching, One on One Mentoring, Group Masterminds and breakthrough Coaching programs.

Jon Christian, also known as the first "High Conscious Human Performance Strategist" designed this program from the work he's currently doing with game changing individuals and entrepreneurs to help them overcome limiting beliefs both mentally and physically. You will come out the other side with a renewed purpose and step by step system to create any future you desire.



Accept the challenge and we guaranteed you'll unlock your unlimited reality and potential. HCHP is a system that leverages the "The Theory of Unlimited Reality", "Challenge Theory" "Flow State" "Energetic Self Perception", "Consciousness" and "Level 7 Coaching" methodologies developed from over a decade of work. The challenge is based on proven principles and real-life application. The information and techniques you will experience have assisted thousands of people in creating what they want in their lives.

This program was designed specifically to introduce **High Conscious Human Performance™** and **Evolved Education™** concepts to businesses and individuals that are struggling or have plateaued in their growth or are ready to make a shift to systemically and exponentially increase their fulfillment and income, by connecting with who they truly are, their calling, and the value they bring to the world.

The concepts are derived from original work by Jon Christian and the study of concept made first available from Brad Gerlach, Yanik Silver, Jennifer Russell, Bryan Franklin, Bruce D Schneider, Stephan Stavrakis, Steven Kotler, and a number of world leading experts which have been refined by Jon from working with over 500 individuals and companies in different countries around the world.

For many participants, this introduction is the first step in taking a leap of faith to pursue their dreams to create a life they love and a legacy for the world.

We believe that the information revealed in this **High Conscious Human Performance™** and **Evolved Education™** program not only will transform how you do life from day to day; it will also allow you to align yourself with your calling and to bring unprecedented value to the world.

This information is only presented by Zerkers & Training Certified HCHP Trainers. Only a small number of highly trained leaders who have demonstrated excellence in human performance can present a program like this.



The experience of this training is unique to every individual. There is no right or wrong way— just your way. Feel free to explore all the possibilities while you are participating and write down all the questions that you need answered, so you can get the most out of your coaching sessions. Above all, **it's mandatory to have a fun and challenge yourself!**

Our primary mission is to educate and transform people and organizations globally, so they may experience high conscious human performance in their lives and culture, thereby impacting themselves and others, effectively creating a ripple effect that evolves the planet in a powerful way.

By 2025 we are seeking to create 500 high conscious human performance strategists in order to challenge 25,000 people to awakened to their true potential. We are doing this to honor Gods gifts inside of each of us and to leave a legacy that will impact future generations for years to come.

It's too big of a vision to do all at once, but we're starting with introducing High Conscious Human Performance™ and Evolved Education™ concepts to businesses and individuals that are struggling or have plateaued in their growth or are ready to make a shift to systemically and exponentially increase their fulfillment and income, by connecting with who they truly are, their calling, and the value they bring to the world.

By awakening human potential through High Conscious Human Performance™ and Evolved Education™ programs, we are changing how the game of life is played in the world by challenging people to impact their lives, conquer their fear, and live their legacy.



ZERKERS: WHO IS A ZERKER

Zerkers is short for Berserkers and we are "Underground Warriors for the People", a tribe of people dedicated to living life to the fullest, following our passion, and helping others.

History's Hardcore Norse Warrior-Shamans. Vikings were fierce warriors; Berserkers entered a state of animalistic frenzy before battle.



The Icelandic historian and poet Snorri Sturluson (1179–1241) wrote the following description of berserkers in his Ynglinga saga. His (Odin's) men rushed forwards without armor, were as mad as dogs or wolves, bit their shields, and were strong as bears or wild oxen, and killed people at a blow, but neither fire nor iron told upon them. Berserkers are historically described as taking part in rituals that, before battle, would induce a [trancelike collective state](#) called Berserkgang:

Berserkers were an elite group of Viking warriors who went into battle wearing animal pelts, typically from bears or wolves. The word "berserker" derives from the Old Norse "serkr," meaning "coat" or "shirt," and "ber," the Norse word for "bear."

"Like all traditional members of shamanic secret societies, berserkers acquired their power through ritualistic practice. These practices included spending periods in extreme isolation, fasting, exposure to extreme heat and cold, and engaging in group weapon dances prior to battle. In the wilderness, berserkers lived like their totem animal, adopting its mannerisms and habits, sustaining themselves by hunting and raiding settlements.

This fury, which was called berserker gang, occurred not only in the heat of battle, but also during laborious work. Men who were thus seized performed things which otherwise seemed impossible for human power. This condition is said to have begun with shivering, chattering of the teeth, and chill in the body, and then the face swelled and changed its color. With this was connected a



great hot-headedness, which at last gave over into a great rage, under which they howled as wild animals, bit the edge of their shields, and cut down everything they met without discriminating between friend or foe.

While in this frenzied state, berserkers lost all human capacity for reason or self-cognizance, and were known to scream and howl constantly, and rip enemies to shreds with their bare hands.

Literally, the goal of the berserker in battle was to assume the identity and characteristics of a bear or a wolf. And not just imitating, mind you. Berserkers were method actors. In fact, becoming a wolf or bear was the ultimate goal of all the drugs, drinking, and ritual in which the berserkers partook. Living in the woods, emulating these animals served as preparation for the transformation, as did entering a frenzied state. One of the final rituals on this path entailed drinking the blood of a bear or a wolf.

Icelandic Viking saga Egils Saga Skallagrímsonar describes a berserker quite literally turning into a bear:

Men saw that a great bear went before King Hrolf's men, keeping always near the king. He slew more men with his forepaws than any five of the king's champions. Blades and weapons glanced off him, and he brought down both men and horses in King Hjorvard's forces, and everything which came in his path he crushed to death with his teeth, so that panic and terror swept through King Hjorvard's army...

Their Transformation Was So Drastic Norse Sagas Describe Berserkers As Shapeshifters. In Norse legend, to "go berserk" was to "hamask," which translates as "change form." Those who changed formed by entering berserker gang where considered "hamrammr," or "shapestrong."

In some cases, berserkers are described as undergoing drastic physical transformation. At Zerkers we transform, slay our fears and overcome all obstacles in life.



When you become part of the Zerkers family you are accepting a challenge to evolve your consciousness, transform your life and unlock new realities. In doing so you become part of the “Zerker gang” an elite group of peak-performing adventure seeking people living a life of fulfillment and abundance.

It’s not an easy road, but we guaranteed you will not be alone. We will help you move mountains and will push you to your limits. Some days you will feel like you are on top of the world and some days you will feel like the world is on top of you.

Success will can come overnight and the personal rewards to, but you’ve got to be willing to put in the work and evolve your consciousness. If you believe life was meant to be live to the fullest, then you’re in the right place.

THE BEGINNING: A MASSIVE RIPPLE EFFECT

Jon Christian founded Zerkers in 2010 after his daughter asked a profound question: "Do you love what you do, Dad?" He didn't, and vowing to lead by example for his children, he decided he needed to make a change.

That led him to pursue pushing and challenging mental and physical limits through adventure challenges such as Skydiving, Mountain Climbing, Zip Lining, Surfing, Auto Racing, Endurance Races, Backpacking, Ice Climbing, Hiking, Volcano Exploring, Ocean Kayaking, Outdoor Fitness, Humanitarian Projects, Study Abroad, Mission Trips, Volunteer Events, Whitewater Rafting, Sailing, Diving and more. These pursuits lead him to move to Costa Rica for three months and backpacking three-quarters of the coast, where he spent significant time working on overcoming fear and limiting beliefs.

After returning to the states Jon began coaching and facilitating evolved educational programs through adventure challenge experiences while being mentored by world leading transformation coaches, celebrities, and industry game changers. Zerkers launched their first official adventure challenge program in April 2012.



In 2013 Jon partnered with Arron Brown an Award-Winning professor for Metro State University to co-create a study abroad humanitarian engineering adventure challenge course for students and went on to create several adventure challenge coaching and learning development experiences including local and international experiences, traveling extensively through Costa Rica, Latin America and nationally.

Now a certified professional coach, facilitator, and learning consultant, Jon leverages unique coaching methodology based on 30 years of research and personal experiences to provide clients with unconventional coaching and learning development programs. Jon's clients have included fortune 500 companies, CEOs, entrepreneurs, coaches, navy seals, students, and individuals looking to play a bigger game in their world.

In 2019 Jon partnered with Chad Weller a former professional athlete, vegan of 24 years, and a Certified High-Performance Life Coach based out of Denver, Colorado to launch Zerkers Academy and expand operations globally.

Chad is an expert in finding balance in mental health, nutrition, exercise, meditation and living his best life.

Back in 2009, Chad was lucky enough to get a second chance at life after he survived a near death car accident. This is when he knew he had to make serious changes and has been in recovery from drugs and alcohol ever since. He is very transparent when it comes to his past and his mistakes. This allows Chad to use his life experience and expertise to coach many people into living a life they love with passion and purpose.

As a former professional ultra marathon runner, finishing a 100 mile race in one day and traveling the world racing for over 7 years. Chad learned first hand how to work through obstacles, pain, suffering, perseverance, and training his mind to go beyond his limits. He uses his methodologies to open doors for his clients. Chad wants to give everyone the ability to simplify life, to dream big and conquer those dreams through strategic planning and creating healthy habits that become a life routine.



ZERKERS ECOVERSE: **IMPACT | CONQUER | LIVE**

The ZerkersEco Verse is a collective of integrated and interconnected evolved enterprise companies that have a positive impact on the planet. It's a true ecosystem that builds upon Zerkers core principles and philosophy that "Life's an Adventure, Impact It, Conquer It, and Live It."

Zerkers is an Evolved Enterprise and part of the 3% Forward Movement.

A core principle of Zerkers EcoVerse is to give forward 3% (or more) of our annual sales as our "giving forward" pledge. This 3% can be provided in any combination of money, talent and/or product or service for a cause that impacts the planet in a positive way. This percentage compounded can multiply the power of business for good. By applying a fraction of our entrepreneurial talent, ideas and/or capital we can help support what matters most and potentially help solve some of the biggest issues facing the world today.

Taglines

Impact/Conquer/Live

Spiritually Fulfilled Performance

High Conscious Human Performance

Conscious Human Performance

WHAT WE DO: **HIGH CONSCIOUS HUMAN PERFORMANCE**

We provide High Conscious Human Performance Coaching and Evolved Education using adventure challenges and wellness programs to evolve game-changing companies, small businesses, schools, and individuals by maximizing human potential so you can impact the world in bigger ways.

You know how our current education system and toxic corporate environments are destroying the planet and destroying the health and wellbeing of our society and how 80% of the world's population are working in unfulfilling careers and 90% of entrepreneurs are struggling or failing.



The main problem is awakening human potential in the areas of -
Consciousness (Spiritual), Connection (Relationships), Contribution (Business),
and Commitment (Health & Fitness).

We both know that people were meant to connect spiritually to feel alive and
awakened, experience deep fulfilling relationships, succeed at a career fully
aligned with who they are and perform at optimal mental and physical levels.

Well we are the only company in the world to leverage "High Conscious Human
Potential", "Unlimited Reality Theory", "Challenge Theory", "Flow State",
"Energetic Self Perception", "Consciousness", "Level 7 Methodologies", and
"Adventure Challenges" to offer a High Conscious Human Performance
programs that:

- Evolve education systems and equips students with the skills and
mindset needed to overcome life's challenges.
- Empower companies to unlock their people's potential and create
highly conscious and engaged corporate culture.
- Support families in breaking cycles of dysfunction and create deep
fulfilling relationships.
- Helps entrepreneurs uncover their true calling and authentically
connect with their mission.
- Challenge people to live mentally and physically healthy lives.



ZERKERS ECOVERSE: **MISSION DRIVEN DIVISIONS**

ZERKERS CHALLENGE: **ADVENTURE CHALLENGE PROGRAM**

Every human on the planet has the power to change the world, so we have created "The Challenge," a twelve-month coaching program designed to help you overcome your biggest challenges so you can accelerate your life, career, organization, and your teams. This experience includes both live and online learning environments.

ZERKERS CHALLENGE RETREAT: **ADVENTURE CHALLENGE RETREATS**

We believe that combining evolved education and coaching with experiential outdoor adventure challenge retreats has the power to exponentially accelerate your happiness and fulfillment in life, so we've created Zerkers Challenge Retreats, one, three, five or seven day retreats that pushes and challenge you mentally and physically beyond your current perceived limitation, so that you can tackle any challenge or obstacle that life throws your way.

THE CHALLENGE BOOK: **SELF GUIDED CHALLENGE EXPERIENCE**

The Challenge book tells the story of Jon's journey to overcome his fears to create a life he loved while leaving a legacy for the world. The book is not only a story, but a series of five challenges that anyone can accept to create more fulfillment, happiness, and impact in their lives. It is potentially the only book in the world that comes with a death waiver.

ZERKERS HCHP CENTERS: **INTERNATIONAL WELLNESS CENTERS**

In order to create massive transformation in your life, sometimes it requires you to completely immerse yourself in a new environment. With locations around the world Zerkers international coaching and retreat centers give you that chance by bring together the world's best coaches that specialize in multi disciplines of self-growth and development both mentally, physically, and spiritually. At these retreat centers we focus on your whole being.



ZERKERS FITNESS: **FITNESS AND NUTRITION COACHING**

The way you feel physically has a direct and exponential impact on the rate at which you reach your goals in life. Zerkers Fitness programs brings clients elite fitness and wellness programs designed to prepare you physically for any challenge the world throws your way. Delivered through one on one, group coaching, and adventure challenge retreats, this is an experience that will transform your body, mind and spirit.

ZERKERS CHALLENGE RACE SERIES: **ENDURANCE RACING**

The majority of the world is losing touch with their inner warrior. Instead they are getting comfortable, giving up, and giving into a life less than their full potential. Zerkers Challenge Race series is designed to show people their full potential and what they are capable of accomplishing and overcoming. Each event is connected to raise money serve and solving humanities biggest challenges.

ZERKERS CORPORATE: **LEARNING DEVELOPMENT & CONSULTING**

We believe that purpose is what motivates each one of us to reach unlimited potential and that Evolved Enterprises have the power to change the world, so we have dedicated our lives to providing high conscious human performance coaching and wellness programs designed to help game-changing individuals, organizations and their leaders engage human potential.

Our programs support individuals and companies in the following areas:

- Human Performance - Increase individual and team performance
- Cultural Engagement - Engage employee potential and productivity
- Acceleration - Exponentially grow your organization
- Leadership Development - Level up your leadership
- Employee Wellness - Create a healthy workforce
- Experiential Retreats - Drive high-value employee connection

In addition, we provide group adventure challenges in nature, where your teams will access creative spirit, community, laughter, learning, and experience high consciousness human connection while creating a unified goal and vision.



ZERKERS ACADEMY: **HIGH CONSCIOUS HUMAN PERFORMANCE TRAINING**

Zerkers Academy is a 12-month training program designed to build an army of elite Certified High Conscious Human Performance Specialists to serve the planet through retreats and evolved educational programs. Participants work to grow their own business, refine their coaching practice and skills while facilitating live three day and seven day local and international retreats. Zerkers Academy is dedicated to creating underground warriors for the people.

ZERKERS EVOLVED EDUCATION: **TRANSFORM EDUCATION SYSTEMS**

Zerkers Evolved education is a division of Zerkers EcoVerse dedicated to providing transformational High Conscious Human Performance programs to educational leaders and school's systems around the world. Delivered through challenge events, individual and group coaching, scholarships, fundraising, summits, and one to seven day local and international study abroad adventure challenge experiences, Zerkers evolved education is poised to revolutionize the education system.

ZERKERS ADVENTURE SPORT: **ADVENTURE CLOTHING AND GEAR**

At Zerkers we are lifelong adventures and dreamers, so we've created an adventure clothing and gear company for those pushing and challenging themselves in a number of different situations and places on the planet. We produce and curate clothing and equipment that can withstand the harshest challenges and environments so that you can conquer all obstacles in life.

PODCAST: **MASTERING THE CHALLENGE**

Welcome to Mastering the Challenge where we explore high conscious human performance and what it takes to overcome life's challenges. We're your hosts, Jon Christian and Chad Weller.



IMPACT: **HOW DO WE KNOW IT'S WORKING**

Our founder Jon Christian was working in a career that was absolutely draining him both mentally and physically. After applying High Conscious Human Performance into his life, he now wakes up feeling completely spiritually connected and is alive and awakened to his true potential. He's gone on to impact many people through Zerkers and has stepped into his purpose with clarity, and like magic the world has provided him with the necessary gifts to realize his wildest dream with effortless flow.

Jill was working in a career that was not fully aligned, after attending Zerkers Obitudive, jumping out of a plane and working on end goal planning, she was able to take the leap of faith to step into a career that is absolutely aligned with her values and mission in the world.

Bryon was dealing with a tough divorce which was having a negative effect on him both mentally and physically. As a result of participating in Zerkers Challenge and with a little luck, Bryon was able meet the love of his life, get back in shape and run multiple endurance races.

Jennifer had been letting a stressful career and marriage get the best of her, which lead to mental and physical distress. After participating in Zerkers Challenge, she was able to regain control of her health and now has an amazing relationship with her family and coworkers. She went on to become a certified personal trainer and works to empower others to overcome adversity.

Amy was overworking herself in an extremely toxic corporate environment, until one day she said enough is enough and decided to become a private client. After working through anxiety and depression, she came out the other side feeling more peace, gratitude, and happiness in her life. She can now navigate the toughest situations with ease.

The week Jason came into the program, he had stayed up three days straight to work on completing a project for work. He was overworking himself in an extremely toxic corporate environment and was not present at home. His marriage was suffering as a result. After spending time prioritizing what was



most important to him and bringing awareness to his energetic levels and consciousness, he was able to take back control of his time, career and relationships both at home and at work.

Elisa and Ashley were working to transition into a coaching career and felt lost and isolated. After attending Zerkers Academe and Challenge Retreat where they hike to the peak of a 12,500 foot mountain and participated in teambuilding experiences on high ropes and self-reflection, they now have a clear vision and are working to grow their businesses and impact in the world with their unique abilities.

PRAISE: WHAT OTHERS ARE SAYING

We were hard at work on amazing things to come for our students and graduates. Mastermind group work, time in nature to access our creative spirit, community, engaging higher consciousness, changing the world! This is what it means to be part of the iPEC family... can't wait to see what tomorrow brings!

The Team Retreat was a week of laughter, togetherness, learning, and discovery. Each of us came to Vermont with a personal goal and soon realized that those goals, while important, were nothing compared to the beautiful unified goal and vision that would emerge.

We might each describe our experiences in different ways, but those descriptions would have a common element: oneness.

We all breathed separately but it felt like one breath.

We started with separate teams for different tasks and ended with one team for everything.

We each shared our individual stories, which in the end, all blended into one story.

And perhaps most enjoyable of all, was that we each arrived at different times and in different vehicles, and soon confirmed what we all knew, that iPEC was



not just a company, but a vehicle of its own that would continue to transport us on our family journey as we share our gifts, one and all, to make the world a more loving, powerful, and conscious place.

Bruce D., CEO

We covered a lot of ground during our session and I was surprised and very happy with our coaching session. As far as the value of our time together, it was an 8-9... It's hard to get a 10 out of someone like me. I really enjoyed our session and gained valuable insight and appreciated your openness and willingness to share. Here is a quote that is written on the wall inside the SEAL training compound where students PT it's one of my favorites "The only easy day was yesterday". I look forward to our next session.

Mike V., Retired Navy Seal

These challenges will push you to your limits, but you'll have a great time in the process. Jon's all about living life to the fullest. All are welcome. Just bring ur heart.

Bryon H, CEO

I think this experience has changed me. I just became so happy, positive, and I feel so great since the experience! Thank you so much for inviting me on this amazing trip!

Amanda K., HR

Great first session with my Coach Jon Christian. Has anybody else noticed how everyone in this organization are wonderful models for how a coach should be?

Allen G.



TEAM: ELITE GROUP OF WARRIORS FOR THE PEOPLE

Zerkers team includes a talented group of World Class Coaches, Management and Learning Development Consultants, Facilitators, Personal Trainers, Nutrition Coaches, Licensed Social Workers, and Navy Seals.

The team you gain access to through Zerkers have produced incredible results for organizations include those who have coached top level executives at Fortune 500 companies, lead company-wide learning and development initiatives, and helped entrepreneurs build their fledgling organizations into success stories. They are professionals who have overcome real-life challenges and know what extreme leadership and team building can do for organizations.

Our team is dedicated to raising the consciousness of the planet one person and a time and leading the charge in challenge people to play a bigger game in their lives. With Zerkers you are not only getting the highest level of coaching, consulting and evolved education in the world but also the highest level of logistical travel, transportation, and cutting-edge entertainment services corporate executives, celebrities, professional athletes, and other high-profile individuals can buy. We delivered at the highest standards and strive to help each client reach their unlimited potential.

Game Mechanics: Game mechanics include points, levels, badges, challenges missions, etc. utilized internally among the team and externally with customers to create a fun and engaging growth environment.



BRAND: **ZERKERS PERSONAL EVOLUTION**



THE STORY: **ONE NEW ADVENTURE CAN CHANGE YOUR LIFE AND IMPACT THE WORLD IN WAYS YOU MAY HAVE NEVER IMAGINED.**

Our brand has evolved since the beginning along with its founder Jon Christian. Zerkers starting as a consulting company called Business Berserkers which was created to inspire entrepreneurs to follow their passion. Jon had always been a big Zakk Wylde fan and Zakk had called his fans Berzerkers, which inspired him to call his business Business Berserkers. It was also fitting to the internal Berserker hiding just underneath Jon's soft-spoken demeanor.

"By conquering your fear you cross over into doing what makes you feel really alive and really good and when you work on this you become really aware."

Brad Gerlach - Surfing Legend and #1 rated surfer in the world. Brad achieved one of Surfing's biggest accolades by winning the Billabong XXL with a massive 68-foot beast at Todos Santos, Mexico.

After accomplishing more in one year than he had in the past 10 years of his life including getting mentored by his childhood surfing hero, Brad Gerlach who was the number one surfer in the world in the 90's, surfed 60+ foot waves, and taught him how to overcome fear, he found himself at a breakfast table with a very successful entrepreneur who was a member of an exclusive entrepreneurial group. The mystery man dropped a metal business card on the table which said, "Maverick Business Adventures". Maverick is company run by Yanik Silver, a game changing entrepreneur who inspired Jon to get out of his comfort zone and create a business fully aligned with his passion. Around that time Jon read

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called “Evolved Enterprise” which talked about creating a company that was based around community and belonging. Jon wanted people to feel like they were a part of something bigger when they engaged with his company. That’s when he asked himself, who am I, and the answer was, I am a Zerker. On that day Zerkers was officially born. After meeting Yanik in NY city while bar hopping dressed as Afro Elvis with 25 other Elvi, Jon swore to see his vision through.

“Once you get it, It’s like taking the red pill or blue pill.”

Yanik Silver - High Level Entrepreneur and Industry Transformer and founder of Maverick 1000.

He then went to live and backpack $\frac{3}{4}$ of the coast of Costa Rica, traveling, bungee jumping off the tallest bridge in Costa Rica, surfing with crocodiles, zip lining, and experiencing the adventure of his life, which lead to him getting wrapped up with a bi-polar manic depressive Zen master trying to start a College, a criminal who had served 10 years in San Quinten Prison for murder and heroin dealing, a College professor connected to the Mob, a pedophile who left the US to find refuge in Costa Rica, and eventually leading to meeting the Major of Jaco while criminals were being beaten behind the building.

After finding a note in the Cabina he was staying that said “I don’t know whether to kill or to steal”, and a number of run ins with a shady locals characters, Jon met his Guardian Angel, Caro a native Costa Rican Christian Surfer who invited him to live above a church in the quiet town of Esterillo Oeste. Once settled there he met a US couple who owned a video production company who documented his life changing trip to Povones where at sunset after a 25 mile hike with 50lbs of weigh on is back and water washing over his world shook and a voice spoke and said “Well done, now go tell the world”

Upon returning to the US Jon began traveling around the country getting mentored by world leading coaches and mentors including Yanik Silver, Bryan Franklin and Jennifer Russel, Joe Polish, and Kane Minus.



"Your ability to be comfortable in the discomfort and go towards that instead of running away is one of THE most transformative things you can do."

Jennifer Russell & Bryan Franklin - World Leading Transformation Coaches.
Successfully scaled seven companies to the one-billion-dollar mark.

Throughout this self-growth period Jon began connecting and using extreme physical experiences to accelerate his own personal growth and transformation.

This eventually leading to him partnering with a highly respected profession of engineering who had worked on the Mars rover to co-create a humanitarian adventure challenge study abroad program for students.

But, not without another challenging adventure. For this this retreat, Jon was hired by another professor he met on his prior trip to Costa Rica. This first experience running an international retreat was filled with unexpected turns.

After coordinating and flying to Costa Rica with his family to run the Retreat, Jon learned that the Professor that contacted him to co-facilitate had rented vehicles too small to accommodate the group, had not reserved enough rooms, and had students sleeping on the floors of the home they stayed at coming from the airport. Jon met the group at Dominical and facilitating a surfing experience for students and found himself and his family stranded in town with nowhere to say.

Luckily, Jon had met a US expat staying in Dominical on his previous trip that offered for his family to stay at his house for the night. Accepting his gracious offer, Jon and his family slept on mattresses on the floor. During the next day a number of people visited the house picking up small quantities of Marijuana. Jon's wife was grateful to have a place to stay with the kids, but was very uncomfortable being stranded in an unfamiliar country sleeping on the floor with drug deals going on in the next room.



Through a conversation with a local friend who knew the professor that hired Jon, Jon would find out that professor was connected to the Mob and had also consulted for the Clinton Administration.

The students had an amazing time and completed their project, surfed, kayaked, ziplined and explored Costa Rica. Both Jon and the Professor from the partner college and Jon would uncover that the Professor had snuck off to use the money he was skimming from trip funds to fix his car in Costa Rica and visit brothels. After this was uncovered the students ran the professor out of the airport before departing.

Though all the adversity, Jon and the highly respected profession of engineering would develop a friendship and go on to create and facilitate a second humanitarian engineering study abroad retreat the following year which was perfectly executed and enjoyed by all, aside from a small number of attendees suffering food poisoning.

Jon returned with a renewed sense of what was possible. He moved into a new home, purchased his dream car, a 425 horse power orange and black Dodge Challenger and realized that in fact you could make a living doing what you loved...traveling, surfing, and impacting people's lives. At that time Jon was also contracted as a CMO (Chief Marketing Officer) of a small firm and had yet to fully transition into facilitating, coaching, and learning development.

At that time everything was an experiment, he went on to facilitate adventure challenges for a number of years including local and international experiences traveling extensively through Costa Rica, Latin America and nationally and local group adventure challenges including: Skydiving, Mountain Climbing, Zip Lining, Surfing, Auto Racing, Endurance Races, Backpacking, Ice Climbing, Hiking, Volcano Exploring, Ocean Kayaking, Outdoor Fitness, Humanitarian Projects, Study Abroad, Mission Trips, Volunteer Events, Whitewater Rafting, and Scuba Diving. All prior to becoming a "certified coach".

An opportunity opened up in 2014 to work for one of the largest coaching schools in the county. Jon took a pay cut, sold his dream car and took another



leap of faith. Money was tight and the \$10,000 coaching certification came as a benefit to his employment. Jon finally found his people after years of searching.

He worked in the marketing department for two years and Co-facilitated iPEC's first internal company wide Retreat in Vermont. After an unexpected internal layoff from iPEC, Jon transitioned into success coaching for iPEC and began working in New York City for a learning development company facilitating learning development programs for fortune 500 companies.

There he was able to travel half way across the world to Myanmar for a company retreat where he experiences new cultures and ancient Buddhist temples. Not in his wildest dreams could he have imagined following his passion and starting Zerkers would take him half way around the world. After finding out that the company he was contracted with was founded by a cult leader and experiencing an unorthodox culture that did not align with his values, Jon decided to leave the company and take another leap of faith into the unknown.

By this time Jon had facilitated a number of experiential group retreats, learning development programs, and had coached over 150+ clients. In 2018 he was recruited by a world leading company to provide sales and leadership coaching to clients around the world.

Jon now spends his time surfing, traveling and experiencing new adventures with his family and friends, coaching, consulting, and running local and international High Conscious Human Performance Retreats.

If you ask Jon what next, he'll tell you that he's got his eyes set on global impact by revolutionizing the coaching, consulting and education systems and partnering with game changing organizations to raise the consciousness, fulfillment, and happiness of the planet.

Jon Christian is the Zerker behind Zerkers DNA and Core Values. Through his life changing journey, high conscious human performance programs, ongoing adventures and living his life to the fullest - the Zerkers philosophy has spread and is imprinted and felt throughout each division of Zerkers EcoVerse.



THE BRAND: **WHAT ZERKERS STANDS FOR**

Zerkers brand has been through many stages of development and reinvention. It is designed to inspire and challenge status quo while embodying a level of consciousness, belonging, and camaraderie found in the most elite teams on the planet. When members join Zerkers they become a part of an extended family with unbreakable bonds forged in overcoming challenges.

We incorporate a number of leaps of faiths and rites of passage experiences throughout Zerkers programs. When you meet a Zerkers Community member you will feel the embodied creeds, habitual ritually and experiences that have fully transformed their energy and consciousness. The High Conscious Human Connections formed through the nature of Zerkers work creates life long bonds you find among the top companies and communities on the planet.

PARTNERSHIPS: **ONLY THE BEST**

Zerkers partners with top-level brands that enhance value for members. For example, world class companies, co-branded programs, adventure gear, technology platforms, assessments, sponsorships, and access to the highest-level coaches, consultants and concierge services on the planet. Partnerships are highly screened and truly integrated across all aspects of the Zerkers EcoVerse.

ZERKERS 2019 MISSION: **GLOBAL IMPACT**

From the top down, each of the mission points hits a key aspect of the Zerkers EcoVerse. Focusing on our global impact, we are also creating an inevitable byproduct of impact, consciousness, purpose, meaning, transformation, engagement, happiness, enjoyment, and significant profits.

- 1,000,000 – Inspire one million people to make one positive change in their life
- 100,000 – Engage one hundred thousand new Zerkers community members
- 10,000 – Exponential impact with Zerkers Legend Sessions 10k Retreat
- 1000 – Create one thousand raving fans
- 100 – Impact one hundred clients lives through ten Certified HCHP Coaches
- 10 – Certify ten world class HCHP Coaches
- 1 – Build 1 community of gamechangers



CORE VALUES: ZERKERS 10X PRINCIPLES

IMPACT | CONQUER | LIVE

PRINCIPLE #1 – IMPACT

Life Is A Gift to Future Generations Impact it.

Leave a legacy

If you do one thing in this life, leave memories that impact your family, the world, and those you love in a positive way. We have one chance to make a difference while we are here. Even if your legacy is to one person, it matters. All you have to do is impact one person in a positive way to make a difference. Start with one and work to impact many.

Give forward

Whether it is time or money, allocate some of your resources to give forward to a cause that is close to your heart. You will be surprised at the fulfillment and positive effect it has on you and those you are helping. Commit to giving back at least 3-10% of your time and talent to others.

Think big but start small

Once you start your journey, your new goals may appear unreachable, but if you set a few milestones along the way and celebrate the smaller victories you will find you have the energy and will power to keep moving forward. Remember, it's got to be a big idea that fits on a napkin. Make your idea big with exponential impact.

Start creating value

Stop watching TV, answering e-mails, and spending a bunch of time on social media. Think about how you can impact the world and those around you with your skills, knowledge, ideas, or products. There are countless distractions at every turn, the sooner you identify them, the sooner you can avoid them at all costs. Share your wisdom. With every interaction, work to provide 10-100x value for those you interact with.



Pursue a career and business you love

Put 100% into everything you do. Focus on high margins and delivering the best product or service you can. Test and improve with feedback from customers and mastermind groups, listen and shift accordingly while in the process creating zealots, super fans, and advocates. Show your customer the way with stories and transparency. Make the experience fun, while creating an impact and a ripple effect in the lives of others.

Impact the world with your unique abilities

When someone has a need in life or business, be the person that can help that person get from point A to point B. The more you can do for others the more you will be able to do for yourself. Make it clear to others what you do and then be sure to do what you say you can do.

You don't have to ask permission to be who you are

There is a fine line between genius and crazy. Many will discourage you and try to fit you into their agenda. Assuming your intentions are pure and you intend on having a positive effect on those around you, there is no reason to be discouraged or feel you need approval or permission to go big. Just be conscious of those you love and do your best to keep them in your boat and not in the choppy wake you leave behind.

PRINCIPLE #2 – CONQUER

Life is a challenge Conquer it.

Get support

It's OK to sometimes fail and is OK to fail big, just make sure you get back up and Conquer your fear. Any life worth living is going to knock you around. In fact, at certain points in your life, you may have felt as if a gigantic boot was crushing your head into the mud when you fell or failed. Most people give up and settle for a life in the mud. Don't be one of them! Get back up at all costs.

Overcome your fear

Once you have a clear picture of where you want to go, the path will appear, but then you realize there is a 1,000-foot, sheer cliff to jump off, and a 1,000-



foot peak to ascend before reaching your goals. Best of all, you don't have a parachute and have to have faith in yourself and those around you to keep you from crashing and burning. Don't stand on the edge of the cliff. Jump and see what happens. You may realize you have wings.

Be aware

Be mindful of the smallest moments and opportunities in life. With all the distractions and noise many of us miss our mark by inches. Sometimes answers will come like a whisper and sometimes like a ton of bricks. Both beware and aware. Believe nothing that you hear and 50% of what you see. Your reality (if positive and sane) is yours, nurture it and guard it with your life.

Leave your excuses at the door...enough said

If you believe you can do, you can, but not without a strategic plan. Most anything is possible when you combine the right mix of these core principles, which are just the beginning. If you have applied these principles to your life, you are already ahead of most. Don't give up there. Your strategic plan includes the people you spend your time with, the activities you participate in, the knowledge you take in, and the ideas you decide to act on and implement.

Go for it

If there is something you have been dreaming about for years, find a way to make it reality. You will experience the "Bing Bing" effect. Once you get to the top of your personal mountain, you have rung the bell. Once you get a taste of this experience, you will crave more challenging experiences, which will drive you to living your life to the fullest.

Be uniquely you, but learn from the best

Unless you are passionately committed to your vision, it is rare that you will find the support and encouragement you need. Finding mentors and mastermind groups who will inspire you and support you is priceless. It's OK to incorporate successful strategies and learn from those around you, but make sure you implement them in your own unique way.



Read a lot

There is a direct correlation between what you read and the quality of your life. I have gone from absolutely hating reading, to reading three books at a time, which has exponentially increased successes.

PRINCIPLE #3 – LIVE

Life is an adventure Live it.

Create your work around your life, not your life around your work

Do you love what you do? This is a question you should ask yourself every day. If the answer is no, you are in the wrong business or career.

Decide to live your ultimate life

Picture what you want your ultimate life to look like, the legacy you want to leave. When we think of the ultimate life, money, fame, and freedom are on the top of most of our lists. However, deciding to follow your passion (at first) may not produce buckets of money or fame, but it will guarantee you will have the freedom to work your ass off doing what you love. When you do what you love, you'll work every day of your life with purpose. Wake up every day, and make decisions every second that bring you closer to your ultimate life or business.

Know Your Why

Having a why will keep you going when things don't quite work out as planned. Why does the life you decide to live have meaning to you? Why will accomplishing your goals be important? Your why should be so powerful that you would be willing to die trying to accomplish it, because that is exactly what you will be doing.

Commit as if your life and livelihood depended on it because they do...commitment is tough

It's really easy to say you're going to do something, but the rubber meets the road at your commitment. Remember that a mess equals commitment minus obligation, so make sure you keep your mess to a minimum. Make lots of mistakes but stay committed.



Track your progress

How can we determine how far we have to go or how far we have come without some type of measurement for success? Every person's definition of success is different. Don't worry about what others think of success. To you, success may mean getting up earlier to get your day started or running an extra mile or writing for 15 minutes a day to complete a training program or book. Whatever it is, keep track of time, energy, and results you are achieving and make adjustments. Keep making strong decisions that get you closer to where you want to go.

Stay balanced

Sometimes it's more important to focus on what not to do than what to do. Eliminate that which weakens you. Sometimes this means people or things in your life. Never compromise your health for success.

Find your clearest and purest moments. Live them and share them

You will know when you're there. It will be like a tap on the shoulder from God. He/she will tell you, good job. You made it. Now go share this with the rest of the world. It's in those defining moments that we know we are living a full and meaningful life. We are living life to the fullest.

Align yourself with those that align with you

Hang out with those that inspire you. That includes the clients or coworkers you do business with. Find your tribe, these are the people that you will be spending the most time with, so make sure you have a clear picture of what that is and create a support network that increases and complements your capabilities.

If you have made it this far keep on going

If you have made it to the point keep going, this is where the true work begins. I promise your life will be turned upside down, you will be pushed to your mental and physical limited and your life will be transformed. Now you are ready to become an entrepreneur and pursue a career you love. They didn't teach these principles in the school you attended, did they? One day we'll



change that, but until then you have a community dedicated to helping you overcome all obstacles.

PRINCIPLE – Quotes

Transform Your Life.

“Because my soul was not changed by the rapid changing waves of life, an amazing adventure unfolded, opening new doors of opportunity, making what was once thought impossible...possible.”

“Wake up your mind! Allow yourself to release yourself from yourself in order to reconnect yourself to yourself.”

“I am creating, seeking others who create.”

“Do not allow yourself to embrace your fear, instead swallow your fear and use it to transform yourself and your life.”

“Be humble but strong, give love to all. Do not let the angry dogs of life consume you. Open your eyes and give thanks, take a breath and gain strength, get on your knees and ask for forgiveness. Then rise again.”

“Obstacles are many and can be overcome. Excuses are limitless and cannot be overcome.”

“Learn what you can, know what you cannot.”

“Clarity of mind is the connection to your soul.”

“I know nothing by knowing something. Inspiration of the mind is found in the body and soul.”



PRINCIPLE – NOTE

A Personal Note.

Pretty heavy stuff but maybe one or a few resonate with you.

Without these principles, I would have missed out on incredible breakthroughs and personal accomplishments. They have literally transformed my life and others. They will do the same for you. Enjoy every second of it and never let go. These principles and quotes were written at one of my clearest moments in my life. Perhaps they will inspire you to keep following your passion and incorporate these principles into your life. They work!

For me personally, God has always been my guiding force. For you, this may or may not be the case. Take the following as you will; I have faith which gives me strength.

“God and Jesus give us strength; we choose to accept it or deny it. May God bless your journey and may our path cross along the way. To be enlightened is to be connected to your higher calling. Do not fear of unknown, open your mind to new experiences. My Godsdays is October 23, 2011. Today I give thanks for all I have received and all that lies ahead.”

I wrote these last few thoughts in a Cabina in Costa Rica in 2011. How I found myself there and the journey that unfolded before and after is worth checking out. This is Zerkers story, which you have just become a part of. May our path cross in this crazy journey called life,

Welcome to the family.
Live life to the fullest or die trying,

Jon Christian

To take action on these principles go to www.zerkers.com and subscribe to our newsletter to get updates on upcoming adventure challenges and ways to have more fun, more adventure and more success. To begin experiencing massive



mindset shifts and results in your life visit www.zerkerschallenge.com to accept "The Challenge".

HELP SPREAD THE WORD: **SIMPLE SHARING STATEMENT**

Hey, you want to learn how to connect spiritually to feel alive and awakened, develop deep fulfilling relationships, succeed at a career fully aligned with who you are and perform at optimal mental and physical levels exponentially faster while traveling to exotic locations and experiencing new adventures?

Then you should visit zerkers.com and schedule your impact session because we have a way to empower adventure seeking entrepreneurial men and women struggling to pursue their true calling and overcome their biggest challenges.

We believe it's absurd that our current education system and toxic corporate environments are destroying the planet and destroying the health and wellbeing of our society, the truth is 80% of the world's population are working in unfulfilling careers and 90% of entrepreneurs are struggling or failing. This epidemic has led to millions of people living unhealthy unfulfilled lives.

By 2025 we are seeking to create 500 high conscious human performance strategists in order to challenge 25,000 people to awakened to their true potential. We are doing this to honor Gods gifts inside of each of us and to leave a legacy that will impact future generations for years to come.

It's too big of a vision to do all at once, but we're starting with introducing High Conscious Human Performance™ and Evolved Education™ concepts to businesses and individuals that are struggling or have plateaued in their growth or are ready to make a shift to systemically and exponentially increase their fulfillment and income, by connecting with who they truly are, their calling, and the value they bring to the world.

By awakening human potential through High Conscious Human Performance™ and Evolved Education™ programs, we are changing how the game of life is played in the world by challenging people to impact their lives, conquer their fear, and live their legacy.



1. Phil Gibbons. " Craziest Facts About Viking Berserkers, History's Hardcore Norse Warrior-Shamans" in Ranker.com, 2019